

Message Text

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14
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DEPARTMENT PLEASE PASS DEPARTMENT OF COMMERCE

E.O. 11652: N/A
TAGS: ETRD,BEXP, GY
SUBJECT: SECRETARY'S OASGA INITIATIVES -- USDOC EXPORT
PROMOTION ADVISORY SERVICES

REF: STATE 196223

SUMMARY: U.S. ASSISTANCE IN EXPORT ADVISORY PROGRAMS WAS DISCUSSED BRIEFLY DURING SEPARATE INTRODUCTORY CALLS MADE BY ECON/COM OFFICER ON KENRICK WILLIAMS (PERMANENT SECRETARY, MINISTRY OF TRADE AND CONSUMER PROTECTION) AND CECIL HEPBURN (GENERAL MANAGER, GUYANA TIMBER EXPORT BOARD). BOTH GENTLEMEN FELT IMPROVEMENT WAS NEEDED IN GUYANA'S EXPORT PROMOTION AS WELL AS IN RELATED MID-LEVEL MANAGEMENT AND BOTH UNOFFICIALLY WELCOMED U.S. ASSISTANCE. END SUMMARY.

1. WILLIAMS INTRODUCED THE SUBJECT OF MID-LEVEL MANAGEMENT IN REFERENCE TO THE GUYANESE LABOR UNIONS, I.E. FOR INDUSTRY TO COMMUNICATE AND NEGOTIATE WITH UNIONS, LATTER NEEDED TO DEVELOP GREATER COMPETENCE. EMBOFF ASKED IF HE FELT THAT THERE WAS A SIMILAR LACK OF MID-LEVEL MANAGERIAL ABILITIES IN GUYANA'S EXPORT PROGRAM. WILLIAMS ANSWERED IN THE AFFIRMATIVE AND ADDED THAT MORE EXPERIENCE AND KNOW-HOW WAS ALSO NEEDED IN TRADE RELATED AREAS SUCH AS PACKAGING AS WELL AS EXPORT MARKETING TECHNIQUES.

2. IN A SIMILAR VEIN, MR. HEPBURN WAS PARTICULARLY CONCERNED WITH THE GUYANA TIMBER EXPORT BOARD'S (GTEB) INEXPERIENCE IN
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INTERNATIONAL MARKETING TECHNIQUES. FOR EXAMPLE, HEPBURN EX-

PLAINED THAT THE GTEB HAS ONLY ONE AGENT IN THE U.S. THIS AGENT IS REQUESTING SOLE REPRESENTATION. THE GTEB FEELS THAT WHILE THEY ARE QUITE SATISFIED WITH THIS AGENT, THE TIMBER BOARD WISHES TO EXPAND ITS U.S. REPRESENTATION. THE DILEMMA: HOW DOES THE GTEB FIND AND HIRE ADDITIONAL GOOD AGENTS WITHOUT ENDING UP WITH NO U.S. AGENTS AT ALL? HEPBURN WAS ALSO INTERESTED IN FINDING OTHER METHODS OF MAKING GUYANESE TIMBER PRODUCTS KNOWN ABROAD. OTHER RELATED AREAS WHICH MR. HEPBURN SPECIFICALLY MENTIONED AS LACKING IN EXPERTISE WERE TREE SPECIE IDENTIFICATION, PRODUCT STANDARDIZATION, AND VENEER FINISHES.

3. COMMENT: IT IS DIFFICULT TO ASSESS AT THIS TIME WHETHER THE GOG WOULD BE WILLING TO ACCEPT U.S. ASSISTANCE IN AN EXPORT PROMOTION PROGRAM. GUYANESE INTEREST IN U.S. KNOW-HOW EXISTS. WHETHER THE GOG WILL INVEST ANY MONEY INTO SUCH A PROGRAM AT THIS TIME IS A DIFFERENT STORY. INTEREST ALSO DEPENDS ON WHAT TYPE OF PROGRAM IS OFFERED. "ANOTHER" PAPER STUDY WILL PROBABLY GET SHELVED. THE GOG CAN ADVISE US ADEQUATELY ON THE SHORT-COMINGS OF GUYANA'S EXPORT PROGRAM. ON THE OTHER HAND, ASSISTANCE AIMED AT IDENTIFYING AND IMPLEMENTING SOLUTIONS TO GIVEN PROBLEMS WOULD MORE THAN LIKELY ELICIT SOME DEGREE OF INTEREST
BLACKEN

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